



# ORDER

Flight Dates **09/25/12-09/30/12**

Contract / Revision **312218 /** **Vernon Parker for Congress**

Original Date / Revision **09/24/12 09/25/12** Agency Com 15%

Billing Contact  
Advertiser **Parker / Republican / Congr**  
Agency **Jamestown Associates**  
Buying Contact  
**5 Mapleton Road**  
**Suite 300**  
**Princeton, NJ 08540**

Product  
Sales Office **EWSDC**  
Sales Region **NAT**  
Agency Ref

Order Sep 00:13:00  
Estimate #  
Alt Order #  
Billing Type **Cash**  
Order Type **GENERAL**  
Billing Cycle **EOM/EOC**  
Billing Calendar **BROADCAST**  
Demographic **A25-54**  
Rev Codes **POL POL CAND**  
Product Codes **PL**  
Priority **P-1**  
Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 67000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	13400
KPNX	20%	13400
KPPX	%	0
KSAZ	20%	13400
KTVK	25%	16750
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	26	\$8,542.50	\$10,050.00	0.00	08/27/12	09/30/12	26	\$8,542.50	\$10,050.00
Totals	26	\$8,542.50	\$10,050.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	7	\$150.00	P-6	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					7	\$150.00		0.00			
N 2	KNXV	09/25/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$300.00	P-6	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$300.00		0.00			
N 3	KNXV	09/25/12	09/28/12		CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00



KNXV

Print Date: 09/25/12

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Contract / Revision **312218** Flight Dates **09/25/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10-1035pm 10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF - -		4			\$850.00		0.00					
N 4	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	- - - - - S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- - - - - S		1			\$250.00		0.00					
N 5	KNXV	09/26/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- - WTF - -	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- - WTF - -		3			\$550.00		0.00					
N 6	KNXV	09/26/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- - WTF - -	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- - WTF - -		3			\$500.00		0.00					
N 7	KNXV	09/26/12	09/28/12	Nightline Nightline	CM	1035p-1102p / 113-	- - WTF - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- - WTF - -		2			\$350.00		0.00					
N 8	KNXV	09/26/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- - WTF - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- - WTF - -		2			\$150.00		0.00					

\*Tax 1 Note: Tax 0.5%.

Totals 26 \$10,050.00